

Ignite Hope

POWER IN UNITY



A Vision for Unity, Transformation, and Global Impact

BY **crossroads**®

The Ignite Hope: Power in Unity campaign calls believers to unite, reshaping Canada's spiritual landscape and extending Christ's love globally.

John 17:23

Crossroads Today

DIGITAL RENAISSANCE FOR FAITH-BASED MEDIA

In an age where digital technology shapes our communication, Crossroads' mission to lead a digital renaissance for faith-based media is crucial. Our innovative strategies leverage emerging technologies to spread the Gospel, encouragement, and hope globally.

Our initiatives, including the iconic *100 Huntley Street*, have revolutionized sharing faith, hope, and love. Founded by David Mainse in 1961, Crossroads has reached millions through television and digital platforms. In the past year alone, *100 Huntley Street* gained 123,000 new YouTube subscribers and surpassed 200 million views.

"Just came across your channel...struggling on how to forgive someone who hurt me. This really helped me in more ways than you know."

- CHERNELL, YOUTUBE VIEWER



PRAYER CENTRE

Crossroads engages with viewers through 24/7 prayer lines. Having answered 14 million calls since 1977, we facilitate 1,300 daily prayer interactions via phone, email, text, and mail.

The Prayer Centre has provided 1 million hours of volunteer ministry to date, offering spiritual support with compassion and care anytime, anywhere. Our intensive training program fully equips our team of volunteers to handle any need. Thanks to donors like you, we've touched countless lives.

Sarah from Ontario shares: *'After donating to Crossroads, I visited the Prayer Centre and witnessed firsthand how my gift brought hope to a family in crisis. It was incredible to see my contribution making such an immediate impact.'*

*Name changed to protect privacy

Sharing the heart of Christ

THE TOP 5 PRAYER NEEDS FROM OUR CALLERS

1. Emotional Needs
2. Family Concerns
3. Physical Healing
4. Christian Growth
5. Financial Needs

GLOBAL OUTREACH & HUMANITARIAN EFFORTS

Crossroads Cares addresses urgent humanitarian crises, investing \$50M globally over five decades to provide clean water, food, healthcare, education, and rebuilding support. Collaborating with local partners, we share God's love and bring hope to the world's most vulnerable.

"Oh God, I give thanks to you, for I know that this well is not only for us but also for the generations to come. Bless this well and those who made it possible."

- UGANDAN COMMUNITY ELDER

Being the hands and feet of Jesus



PATHWAY TO UNITY



Today, we believe unity is key to rekindling faith and community and combating spiritual disengagement. Without a united response, we risk losing an entire generation to spiritual disconnection.

"IF CANADA SHOULD HAVE A SPIRITUAL AWAKENING AND A SPIRITUAL REVIVAL, I THINK IT COULD LEAD THE WORLD."

BILLY GRAHAM ON 100 HUNTLEY STREET, 1978

Strategies For Spiritual Renewal



ANYONE PRAY

A state-of-the-art platform by Crossroads that enables LOCAL churches and organizations to run private 24-hour prayer lines, offering top-tier prayer ministry training and round-the-clock support for communities.



ROYAL ANTHEMS

An innovative Crossroads project that unites Canadian worship leaders and their churches to create songs for Jesus, inspiring global worship and revival.



MINISTRY HUB @ CROSSROADS UNITY COMMONS

A gathering HUB for innovation, collaboration, and spiritual growth, offering office, studio, and event spaces for individuals and organizations to spread God's love and amplify His message.

WHY UNITY MATTERS

STRONG CHURCH

A strong local church allows new believers to be discipled. The Church in Canada cannot grow without strong local churches.

COLLECTIVE ACTION

Our campaign highlights the power of collective action, uniting believers in a shared mission reflecting early church anticipation.

ENCOURAGEMENT AND EDIFICATION

Inspired by 1 Thessalonians, we uplift believers through Ignite Hope: Power in Unity, building a supportive, resilient, and united community.

URGENCY AND PREPAREDNESS

The headlines of our times underscore the urgency of our mission, mobilizing the Christian community to act now in this uncertain season.



Anyone Pray

PRAYER MINISTRY EXPANSION

Crossroads' Anyone Pray initiative expands the Prayer Centre, emphasizing our commitment to the power of prayer. This state-of-the-art platform allows churches to operate private 24-hour prayer lines with Crossroads' support and offers top-tier prayer ministry training. We aim to launch 100 new church prayer lines by the end of the multi-year vision campaign, potentially reaching 50,000 more people in need of spiritual support.

"Forty years ago, my dad called Crossroads' Prayer Line, accepted Jesus, and began our family's faith journey; that one call changed our lives forever."

- *BRENDA, DONOR

*Name changed to protect privacy

ANYONE PRAY PATHWAY



CASE STUDY



LISTEN NOW



Royal Anthems

UNITING THE CHURCH THROUGH WORSHIP MUSIC

Royal Anthems, a groundbreaking project by Crossroads, unites Canadian worship leaders to create songs that celebrate Jesus and inspire global worship, reflecting Canada's diverse culture.

Launched in Spring 2024 with a songwriter's retreat, the first writing camp produced 16 original songs. Four of these were professionally recorded and released worldwide in Summer 2024 across more than 60 digital platforms, including live-recorded videos, lyric videos, and stems.

More than a project, Royal Anthems is a vision for a united church, igniting revival and unity through collective worship—this is just the beginning.

"A big vast land of a few people—can anything good come out of Canada? I'm convinced that not only something good, but we'll see revival come out of Canada and impact the nations. I feel privileged to be part of something like this."

- DAVID HUTCHINSON, SASKATOON



Ministry HUB @ Crossroads Unity Commons

FOSTERING INNOVATION, COLLABORATION & SPIRITUAL GROWTH

Crossroads Unity Commons symbolizes our renewed mission to spread God's love and foster collaboration among individuals and organizations. Serving as a social enterprise, Crossroads Unity Commons houses Crossroads' Ministry HUB, which provides space for Christian and values-minded organizations to innovate, collaborate, and grow spiritually. In 2023, YES TV, Canada's most-watched Faith and Family Values Channel, purchased the building originally constructed by David Mainse in 1992, securing it as the ministry home for Crossroads, its sister organization.

"We believe that Crossroads Unity Commons will be a beacon of collaboration and spiritual growth, advancing our mission through strong partnerships."

- JEFF HOGAN, CFO Crossroads & YES TV



Broadcast Studios

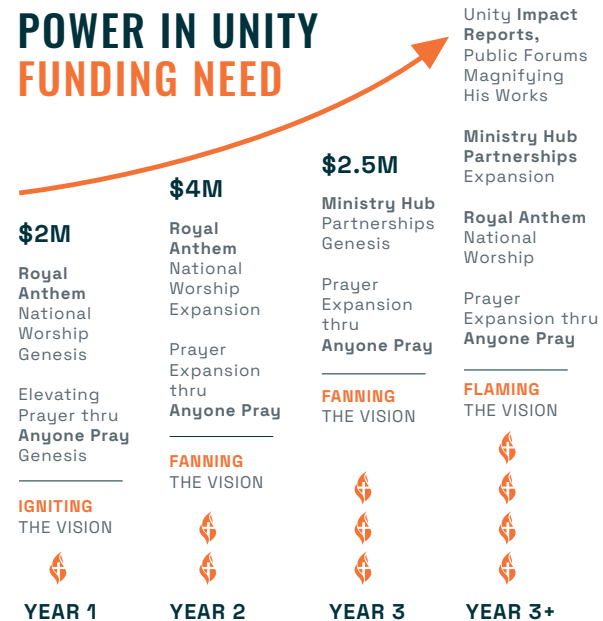


*Event Space
and Coworking*

EXECUTION Milestones

HELP US REACH OUR GOAL: **\$8.5M**

POWER IN UNITY FUNDING NEED



**Igniting
Sparks
Across
Canada
and beyond**

COLLECTIVE OUTCOMES AND IMPACT

YEAR 1

50 Worship leaders, 8 new anthems published with Digital Rights Management (DRM), Royalties

100 Anyone Pray subscribers, 200-400 Prayer Centre volunteers, 1000+ salvations

YEAR 2

200 Worship leaders, 20-30 new anthems published with DRM, Royalties

200+ Anyone Pray subscribers, 400-800 Prayer Centre volunteers, 1500+ salvations

YEAR 3

300 Worship leaders, 30-40 new anthems published with DRM, Royalties

300+ Anyone Pray subscribers, 800-1000 Prayer Centre volunteers, 2000+ salvations, International partnership

3-6 Ministry HUB partnerships from the Crossroads Unity Commons building

YEAR 4

300+ Worship leaders, 40+ new anthems published with DRM, Royalties

400+ Anyone Pray subscribers, 1000-1200 Prayer Centre volunteers, more salvations

6-12 Ministry HUB partnerships from the Crossroads Unity Commons building

Accelerated impact of united ministry efforts extends Crossroads and its partners' national and global reach, with income invested in scaling and digital transformation of Crossroads ministries, and collective impact reporting.



Crossroads' Bold Vision: \$8.5M by 2027

**TOGETHER, WE CAN IGNITE HOPE ACROSS CANADA
AND BEYOND! YOUR FINANCIAL SUPPORT WILL FUEL
THESE CRITICAL INITIATIVES**

Act now! The first 100 donors who give \$1,000 or more will receive exclusive access to our "Vision Partners" program, including:

- Quarterly video updates from our leadership team
- Invitations to special prayer and worship events
- Early access to new Royal Anthems releases
- Your name honoured in our Unity Commons dedication

Beyond your generous financial support, we invite you to become a prayer partner in this campaign. Together, let's cover this mission in prayer and witness the power of unity in action.

For further information, please contact:
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